

CASSIE WALLENDER

Experienced product management and design leadership for agile web applications with an emphasis on startup adoption and growth via exceptional healthcare user experiences.

CONTACT INFORMATION

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SKILL HIGHLIGHTS

- **Product Management** | 10+ years as a product owner including ideation, research, validation, roadmap planning, healthcare compliance and user requirements gathering, design, KPI and metric definition, specifications, developer collaboration, testing, and launch execution.
- **User Experience Design** | Detail-oriented full-stack designer with 15+ years of emphasis on UX, user research, information architecture, wireframing and mockups, prototypes, and usability.
- **Team Leader** | Sr. manager with experience hiring, managing, and mentoring multiple teams. Thrives in roles where cross-functional communication, execution, and user empathy are valued.
- **CX, Product Adoption, and Growth** | Implementer of customer experience processes for collection and analysis of qualitative and quantitative data to support more effective interface development.

EXPERIENCE | See the full story at: [wallender.com/resume](https://www.wallender.com/resume)

Invio, Inc. — Seattle, WA and Los Angeles, CA **B2B** **SaaS** **HEALTHCARE** **STARTUP**

Chief Product Officer and Co-Founder | MAY 2016 - PRESENT

Led user-centered design and product management for clinical trial SaaS platform now in use by top-tier researchers such as Cedars-Sinai Medical Center and Merck pharmaceutical

IMS Health — Seattle, WA **B2B** **SaaS** **HEALTHCARE** **LARGE CORP**

Senior Manager, Product Design | MARCH 2015 - MAY 2016

Owned and completed award-winning orchestration of end-to-end user experience for IMS Health's Nexxus Marketing platform, including design team hiring and management

Senior Product Designer | JUNE 2014 - MARCH 2015

Created and evangelized feature deliverables (*e.g.*, user flows, mockups, prototypes, and usability studies) and user research assets (*e.g.*, user personas and telemetry reports) for Dev and Product

Appature (acquired by IMS Health) — Seattle, WA **B2B** **SaaS** **HEALTHCARE** **STARTUP**

Product Adoption Manager | SEPTEMBER 2012 - JUNE 2014

Built an 8-person support team and implemented collection and analysis tools to promote user engagement and eliminate account churn, positioning us for a \$100m acquisition by IMS Health

UX Program Manager | FEBRUARY 2011 - MARCH 2013

Designed, launched, and awarded patent on our flagship feature that first enabled users to build HIPAA-compliant automated multi-channel marketing campaigns via a drag-and-drop interface

MySpace — Seattle, WA and Los Angeles, CA **B2C** **SOCIAL MEDIA** **EVENTS** **LARGE CORP**

Product Manager, Events | AUGUST 2009 - JANUARY 2011

Shipped new calendaring and events redesign in coordination with full site overhaul for 95m users

iLike (acquired by MySpace) — Seattle, WA **B2C** **SOCIAL MEDIA** **MUSIC & EVENTS** **STARTUP**

Support Manager | JUNE 2007 - JULY 2009

Built process and team supporting 55m users across social media platforms, including Facebook

RECOMMENDATIONS

Please see 20+ detailed recommendations at: <https://www.linkedin.com/in/cassie>

EDUCATION

B.A., Business Administration, Information Systems | Seattle Pacific University

Provost Scholars Award, Resident Life Peer Advisor

Associates of Arts | South Seattle College

All-Washington Academic Team - Phi Theta Kappa, Dean's List, Running Start Honor Roll

HONOR AND AWARD HIGHLIGHTS

Keynote Speaker - May and August 2019, XD Leadership Alliance Seattle and Austin

Winner, Healthcare Episode - August 2018, GeekWire Elevator Pitch

Patent Co-Inventor - June 2017, Research Study Data Acquisition and Quality Control Systems and Method

Seattle Health Innovator of the Year - December 2017, Health Innovation NW

Seattle Angel Conference X Winner - November 2016, Seattle Angel Conference

White House LGBTQ Tech and Innovation Summit Fellow - August 2016, White House

SFFA Showcase Entrepreneur - May 2016, Seattle Female Founders

Excellence in Innovation Award - May 2016, IMS Health

Patent Co-Inventor - December 2013, Method for Strategizing and Executing Marketing Campaigns

The "MacGyver" Employee of the Month Award for Exceptional Effort and Grit - May 2012, Appature

VOLUNTEER HIGHLIGHTS

Community Organizer - June 2018 to present, BioTech & Bagels Morning Meetup

Pitch Coach - February 2018, Seattle International Startup Weekend

Mentor - June 2008 to present, Big Brothers Big Sisters of Puget Sound

Community Organizer - March 2008 to present, Seattle Startup Drinks Meetup